

## CLAIMS:

1. An optical electronic information display device (1100), operative to display images during frame times (609), characterized in that it is arranged to operate in either one of at least two modes of operation, wherein

in a first mode of operation (605) each frame time is divided into a first  
5 number of subfields; and

in a second mode of operation (606) each frame time is divided into a second number of subfields, the number of subfields in the second mode of operation (606) being larger than the number of subfields in the first mode of operation (606), and in that it comprises means for switching (1104) between the first and second modes of  
10 operation.

2. An optical display device (1100) according to claim 1, further comprising an ambient light sensor (1103) device, wherein said means for switching (1104) is responsive to an output of said sensor device to make the display operate in the first mode of operation  
15 when the sensor is exposed to bright ambient conditions and to make the display operate in the second mode of operation when the sensor is exposed to dark ambient conditions.

3. An optical display device (1100) according to claim 1, in which said means for switching (1104) is controllable by means of user input.  
20

4. An optical display device (1100) according to claim 1, in which a larger number of gray scales are provided in the second mode of operation (606) than in the first mode of operation (605).

25 5. An optical display device (1100) according to claim 1, in which a first set of coding rules are employed in the first mode of operation (605) and a second set of coding rules are employed in the second mode of operation (606), the first and the second set of coding rules being different from each other.

6. An optical display device (1100) according to claim 1, the first mode of operation (605) providing for brighter images than does the second mode of operation (606).

7. An optical display device (1100) according to claim 1, the display device  
5 being a dynamic foil display.

8. A method of operating an optical display device (1100) which is operative to display images during frame times (609), comprising the steps of:

-selecting (1202) a mode of operation from a set of at least two modes of  
10 operation, including a first mode of operation (605) in which each frame time is divided into a first number of subfields, and a second mode of operation (606) in which each frame time is divided into a second number of subfields, the number of subfields in the second mode of operation being larger than the number of subfields in the first mode of operation;  
-switching (1203) to the selected mode of operation; and  
15 -driving (1204) the display using the selected mode of operation.

9. A method according to claim 8, further comprising the step of:  
-determining (1201) a level of ambient light,  
and wherein the step of selecting a mode of operation depends on the determined level of  
20 ambient light.

10. A method according to claim 8, wherein the step of selecting (1202) a mode of operation is performed depending on a trade-off between brightness and a number a gray scales for the image.  
25

11. A method according to claim 8, wherein a first set of coding rules are employed in the first mode of operation (605) and a second set of coding rules are employed in the second mode of operation (606), the first and the second set of coding rules being different from each other.  
30

12. A method according to claim 8, wherein the display device (1100) is a dynamic foil display.